

## Message Text

UNCLASSIFIED

PAGE 01 ROME 09060 011828Z  
ACTION EUR-12

INFO OCT-01 IO-14 ISO-00 SP-02 USIA-15 AID-05 EB-07  
NSC-05 EPG-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01  
CIAE-00 COME-00 FRB-01 INR-07 NSAE-00 XMB-04  
OPIC-06 LAB-04 SIL-01 PA-02 PRS-01 /110 W  
-----012015Z 026068 /70

R 011720Z JUN 77  
FM AMEMBASSY ROME  
TO SECSTATE WASHDC 5018  
INFO AMEMBASSY BONN  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY GENEVA

UNCLAS ROME 9060

USMTN ALSO FOR USMISSION: USEEC ALSO FOR AMEMBASSY

E.O. 11652: N/A  
TAGS: ETRD, IT  
SUBJECT: BUY ITALIAN CAMPAIGN REMAINS ONLY AN IDEA

REF.: ROME 7602

EMBASSY REPORTED (REFTEL) THAT MINISTER OF FOREIGN TRADE OSSOLA HAD RECENTLY ADVOCATED LAUNCHING A "BUY ITALIAN" CAMPAIGN. RECENT NEWS ARTICLES (E.G. IN PARIS HERALDTRIBUNE AND THE ECONOMIST) SEEM TO CONSIDER MINISTER OSSOLA'S SPEECH AS SIGNIFYING THAT SUCH A CAMPAIGN MAYNOW BE CONSIDERED LAUNCHED. WHILE THE MINISTER'S SPEECH RECEIVED CONSIDERABLE MEDIA COVERAGE AND PRODUCED A CERTAIN AMOUNT OF PUBLIC DISCUSSION, NO FORMAL OR ORGANIZED CAMPAIGN HAS BEEN LAUNCHED. ACCORDING TO OSSOLA, HIS INTENTION, FULLY REALIZED, WAS SIMPLY TO BRING TO PUBLIC NOTICE HIGH LEVEL OF ITALIAN IMPORTS OF NON-ESSENTIAL ITEMS. IN ADDITION, OSSOLA HAS MADE CLEAR, IN PUBLIC AND PRIVATE,  
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HIS FIRM OPPOSITION TO IMPOSITION OF ANY TRADE RESTRICTIONS TO IMPROVE ITALIAN TRADE BALANCE.GARDNER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, LOBBYING, MARKETS, SPEECHES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 01-Jun-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977ROME09060  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770195-0668  
**Format:** TEL  
**From:** ROME  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t197706102/aaaadllh.tel  
**Line Count:** 57  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 01e20773-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 ROME 7602  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 12-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2001171  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BUY ITALIAN CAMPAIGN REMAINS ONLY AN IDEA  
**TAGS:** ETRD, IT  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/01e20773-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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